

LISTING OF CLAIMS:

Claims 1-25, 39, 41 and 42 (withdrawn from consideration)

26. (Currently amended) A method for billing for advertisements printed on check-out receipts, comprising:

receiving advertising information and target purchasing customer information from an advertising customer;

temporarily storing the advertising information and target purchasing customer information received from the advertising customer; then

calculating a billing amount based on ~~said~~the advertising information received; then

receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of ~~said~~the billing amount calculated; then

permanently storing ~~said~~the advertising information and target purchasing customer information received ~~if only after~~ payment of ~~said~~the billing amount is confirmed; and

receiving transaction information and payment from a purchasing customer;

receiving characteristics of the purchasing customer; then

comparing the characteristics of the purchasing customer with the target purchasing customer information;

if the characteristics of the purchasing customer match the target purchasing customer information, then extracting the permanently stored advertising information; then

synthesizing the transaction information with the advertising information as printing data; and then

printing the printing data as a check-out receipt for ~~at~~the purchasing customer ~~placing said advertising information.~~

27. (Currently amended) A billing method according to Claim 26, wherein ~~said~~the receiving advertising information and target purchasing customer

information from an advertising customer step includes receiving image information.

28. (Cancelled)

29. (Currently amended) A billing method according to Claim ~~28~~26, wherein ~~said receiving check out information step includes receiving customer information;~~

~~and wherein said retrieving the~~ extracting the permanently stored advertising information step includes selecting and retrieving one advertising information item from a plurality of advertising information items stored in ~~said the~~ permanently storing step, based on ~~said the~~ characteristics of the purchasing customer information received in said receiving check out information the receiving characteristics of the purchasing customer step.

30. (Currently amended) A billing method according to Claim 26, wherein ~~said the~~ receiving advertising information and target purchasing customer information from an advertising customer step includes receiving a period for running an advertisement.

31. (Currently amended) A billing method according to Claim 26, wherein ~~said the~~ receiving advertising information and target purchasing customer information from an advertising customer step includes receiving characteristics of ~~an advertisement recipient~~ the target purchasing customer, ~~said the~~ characteristics including at least one of gender, age, and occupation.

32. (Currently amended) A billing method according to Claim 26, wherein ~~said the~~ receiving advertising information and target purchasing customer information from an advertising customer step includes receiving a printing size of an advertisement.

33. (Currently amended) A billing method according to Claim 26, wherein ~~said the~~ step of calculating a billing amount includes calculating a billing amount based on advertising information including at least one of a period for running an advertisement, a printing size of an advertisement, and one of an

~~advertisement recipient's~~ a target purchasing customer's gender, age, and occupation.

34. (Currently amended) A billing method according to Claim 26, further comprising:

displaying an advertisement in a size that is the same as a printing size of ~~said~~the advertisement.

35. (Currently amended) An information recording medium storing a computer-readable program for directing a computer to perform a method of billing for advertisements printed on check-out receipts, the computer-readable program comprising instructions for:

receiving advertising information and target purchasing customer information from an advertising customer;

temporarily storing the advertising information and target purchasing customer information received from the advertising customer; then

calculating a billing amount based on ~~said~~the advertising information received; then

receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of ~~said~~the billing amount calculated; then

permanently storing ~~said~~the advertising information and target purchasing customer information received if only after payment of ~~said~~the billing amount is confirmed; and

receiving transaction information and payment from a purchasing customer;

receiving characteristics of the purchasing customer; then

comparing the characteristics of the purchasing customer with the target purchasing customer information;

if the characteristics of the purchasing customer match the target purchasing customer information, then extracting the permanently stored advertising information; then

synthesizing the transaction information with the advertising information as printing data; and then

printing the printing data as a check-out receipt for the purchasing customer ~~placing said advertising information.~~

36. (Currently amended) An information recording medium according to Claim 35, wherein said receiving advertising information and target purchasing customer information from an advertising customer includes receiving image information as at least part of the advertising information.

37. (Cancelled)

38. (Currently amended) An information recording medium according to Claim 35, wherein ~~said~~the information recording medium comprises a compact disk, floppy disk, hard disk, optical-magnetic disk, digital video disk, magnetic tape, or semiconductor memory.

40. (Currently amended) A method for billing for advertisements printed on check-out receipts, comprising:

receiving advertising information from and target purchasing customer information that is input by an advertising customer at an input terminal;

transmitting said the advertising information and target purchasing customer information to a server;

temporarily storing the advertising information and target purchasing customer information received from the advertising customer;

printing a temporary registration containing an ID;

reading said the ID by said an input terminal;

confirming said the ID in said the server;

calculating a billing amount based on the advertising information received; then

displaying said the billing amount;

receiving payment from the advertising customer, the payment corresponding to the billing amount, and confirming payment of the billing amount calculated; then

~~registering said advertising information in said server after receiving payment; and~~

permanently storing the advertising information and target purchasing customer information only after receiving payment; and

receiving transaction information and payment from a purchasing customer;

receiving characteristics of the purchasing customer; then

comparing the characteristics of the purchasing customer with the target purchasing customer information;

if the characteristics of the purchasing customer match the target purchasing customer information, then extracting the permanently stored advertising information; then

synthesizing the transaction information with the advertising information as printing data; and then

printing the printing data as a check-out receipt for the purchasing customer ~~placing said advertising information.~~